



October 16, 2009

TO: Allan Mansoor, Mayor
City of Costa Mesa
FR: Ed Fawcett, President/CEO
Costa Mesa Chamber of Commerce
RE: City Council Agenda, October 20, 2009
New Business Item IX.4
Temporary Sign Moratorium

Dear Mayor Mansoor:

On behalf of the Costa Mesa Chamber of Commerce, I wish to express support for Council Member Monahan's request for a moratorium on enforcement of temporary signs and banners as well as for a review and update of the City's sign ordinance.

With respect to the temporary sign enforcement moratorium, retail businesses throughout the city are being devastated by the economy and no one can realistically foresee any improvement in the near future. Any support for business that the City can provide, even in terms of foregoing enforcement on temporary signs for a period of time, will help.

Thank you for your consideration of this expression of support for the above item.

Ed Fawcett